

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

Research Comm

OFFICE OF THE PRESIDENT

14 Gregory Hall
Urbana, Illinois

January 13, 1960

File

Dr. Sam L. Becker
Executive Secretary
Television Center
State University of Iowa
609 Tenth Avenue
Iowa City, Iowa

Dear Sam:

Inviting Hoban, Carpenter and Wells Foshay to serve on
committee. Leaving Merrill off. Hence:

* Becker
Ellery
Hoban
Foshay
Evans
Harwood
Carpenter
Westley
Smythe (back in February)

Wire or call if not ok.

Best,

Harry

Harry J. Skornia
President

HJS:jp

NAEB
National Headquarters
14 Gregory Hall
Urbana, Illinois

14 Gregory Hall
Urbana, Illinois

January 13, 1960

Dr. A. Wells Foshey
Executive Officer
Institute of School Experimentation
Teachers' College
Columbia University
New York 27, New York

Dear Wells:

Would you be willing to serve on NAEB Research Committee? Duties will not be onerous, and we'd be grateful for your thinking on certain things from time to time. Would also help with cross-fertilization.

I do hope you can.

Sincerely,

Harry J. Skornia
President

HS/kh

CC: Dr. Sam Becker, Chairman ✓

NAEB
National Academy of
Education
14 Gregory Hall
Urbana, Illinois

14 Gregory Hall
Urbana, Illinois

January 13, 1960

Mr. C. R. Carpenter, Director
Division of Academic Research and Services
Pennsylvania State University
405 Old Main
University Park, Pennsylvania

Dear Ray:

Would you be willing to serve on NAEB Research Committee? Duties will not be onerous, and we'd be grateful for your thinking on certain things from time to time. Would also help with cross-fertilization.

I do hope you can.

Sincerely,

Harry J. Skornia
President

hjs:rs

CC: Dr. Sam Becker, Chairman ✓

NAEB
National Headquarters
14 Gregory Hall
Urbana, Illinois

14 Gregory Hall
Urbana, Illinois

January 13, 1960

Mr. Charles F. Hoban
Institute for Cooperative Research
University of Pennsylvania
Philadelphia, Pennsylvania

Dear Charles:

Would you be willing to serve on NAEB Research Committee? Duties will not be onerous, and we'd be grateful for your thinking on certain things from time to time. Would also help with cross-fertilization.

I do hope you can.

Sincerely,

Harry J. Skornia
President

HJS:jp

CC: Dr. Sam Becker, Chairman

File

NAEB HEADQUARTERS

14 Gregory Hall
Urbana, Illinois

To: NAEB Research Committee

From: Harry J. Skornia *H. Sk*

Date: December 29, 1959

We have recently had the opportunity to establish excellent relations with the National Audience Board, of which Mr. Peter Goelet is the President. They sent their Executive Vice-President, Bernard F. Kamins, to our Convention in Detroit, and Mr. Kamins and Mr. Goelet are both currently working in many ways to assist the NAEB.

The National Audience Board rates network programs through a system of rating sheets distributed to opinion leaders throughout the country. They would like our cooperation, and I would appreciate it if each member of the Research Committee would be willing to fill out such rating sheets when furnished by NAB.

I would like to send a list of your names to Mr. Goelet as soon as possible, so if you have any objections to being included on such a list, will you please let me know right away? Thank you for your cooperation.

Sincerely.

HJS/dp

cc: Mr. Peter Goelet

January 4, 1960

Irving R. Merrill
Television Station WMSB
Michigan State University
East Lansing, Michigan

*NAEB
Research Comm*

Dear Irv:

Congratulations on the new position. It sounds wonderful. Certainly wish you the best of luck there. San Francisco is a great place to live, as I am sure you well know.

I have no idea what will be happening to the NAEB Research Committee in 1960. However, I have forwarded your letter to Harry Skornia so that he will be aware of your move and your continued interest in NAEB.

Sincerely,

Samuel L. Becker
Director, Division of
Television-Radio-Film

SLB:ks

MICHIGAN STATE UNIVERSITY EAST LANSING

TELEVISION STATION WMSB

December 28, 1959

Mr. Sam Becker
Director of Television
State University of Iowa
Iowa City, Iowa

Dear Sam,

This is to inform you that shortly after the first of the year my business address will be as follows: University of California Medical Center, San Francisco 22, California. I have accepted a position there as research professor and will be in charge of establishing, operating, and researching a closed-circuit system which is expected to include color and a video tape recorder within three years.

Actually, the general nature of my job will not be greatly changed inasmuch as I will also be doing research on programs to the general public prepared by the Medical Center as well as instruction via closed-circuit. I am still interested in maintaining my affiliation with the NABT and do not see where my new duties will prevent my remaining a member of the Research Committee if the Association can make use of my services. I have not made much public announcement about this decision, which I reached back in October. I assume the University of California will make some formal announcement shortly after I arrive. However, I am not in any way trying to keep it any secret.

Best wishes to you for a joyous holiday season and a happy and successful 1960.

Sincerely,

Irving R. Merrill
Irving R. Merrill F.C.

IRM/ec

cc: Mr. Harry Skornia
Urbana, Illinois

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 4

THE ANNENBERG SCHOOL
OF COMMUNICATIONS

Research

January 21, 1960

Harry J. Skornia, President
Nat'l. Ass'n. of Ed. Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

If I can be of any service on the
Research Committee of the NAEB, I shall be
glad to serve.

Thanks for asking me.

Cordially,

Charlie

Charles F. Hoban
Professor

CFH:pgp

RECEIVED
NAEB HEADQUARTERS

JAN 25 1960

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

1



WAYNE STATE UNIVERSITY

RADIO AND TELEVISION

DETROIT 4, MICHIGAN

JANUARY 21, 1963

Dr. Harry Skornia
President
National Association Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I should be delighted
to serve on the Research Committee with Sam Becker.

Marshall McLuhan sent
me a set of his lecture notes and I am returning
them to him today. Some of the concepts and certain
of the questions which he has included seem unusually
difficult for Grade 11 students. I presume, however,
that this impression might be erased if I could hear
the complete lecture and observe the discussion
session.

May I also say,
Mr. President, that I am very pleased with your new
title and proud of the N.A.E.B. for having shown
such good judgment.

Cordially,

John B. Ellery
Director
Radio-TV Research

JBE/km

Research

THE PENNSYLVANIA STATE UNIVERSITY

UNIVERSITY PARK • PENNSYLVANIA

*Division of
Academic Research and Services*
105 Old Main
Adams School, Box 2609

January 15, 1960

Dr. Harry J. Skorsnia, President
NAAB
Office of the President
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I shall accept your invitation to be a member of the NAAB
Research Committee.

I may not be able to attend all conventions and meetings. Mr.
Greenhill and I have agreed that a reasonable division of labor
would be for him to act as Penn State's principal contact with
NAAB. Therefore, when I can't attend, perhaps he can
"stand-in" for me.

I hope that I can make reasonable contributions to your organi-
zation.

Sincerely,

C. R. Carpenter
Director

CRC:yr

VERMONT COLLEGE
FALMOUTH BRANCH
NEW YORK 27, N. Y.

Massachusetts

JOHN WASH-LINCOLN
INSTITUTE OF SCHOOL
ADMINISTRATION

January 15, 1960

Mr. Harry J. Shogals
President
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Of course, I will be glad to serve as the NAEB General
Secretary. I hope that you were the same thing, I do
hope you are the "teacher will not be disturbed". In any
case, it should be quite instructive, and I am delighted
you asked.

Cordially,

Arthur V. Shogals
Executive Officer

WV:ga

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

RECEIVED
NAEB HEADQUARTERS

JAN 27 1960

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

OFFICE OF THE PRESIDENT

19
January 4, 1960

Mr. Kenneth Harwood
Department of Telecommunications
University of Southern California
Los Angeles, California

Dear Ken:

Because we're several hundred letters behind, I beg your indulgence for using this procedure.

Would you be willing to serve on the Research
Committee, with Sam Becker as Chairman?

I'd like to have you, and so would your Chairman. But I feel you deserve notification first. If I don't hear from you to the contrary within a week or so, I'll assume you agree.

Sincere thanks,

Harry
Harry J. Skornia
President

*Greetings! 12° here today.
Apr 18, Pasadena. Best to
all. H.*

HJS/dp

Research
*Yes, Harry, and I
am honored to do so!
Come visit us when
you can!
Best wishes.
HJ*

COPY

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL
URBANA, ILLINOIS

Sent for the information of

Dr. Sam Becker

*File: NAE B
Research Committee*

14 Gregory Hall
Urbana, Illinois

January 11, 1960

Mr. Leo I. Leveridge, M. D.
Coordinator, Medical Television Unit
Bellevue Medical Center
New York University
550 First Avenue
New York 16, New York

Dear Dr. Leveridge:

This to acknowledge receipt of your letter of December 7 to Mr. Peter Goelet, which Mr. Goelet subsequently forwarded to us here. Since we do not do evaluation work, I am returning it to Mr. Goelet, together with a copy of this, my reply.

I do see your need. I also would hope that Mr. Goelet's service might sometime consider expansion into the educational and non-commercial area. If so, he will know this has our endorsement, offer of any cooperation we might provide. Would it be possible for you to pay the costs of such evaluations? This might affect his reaction, at first glance, to your letter -- since I am sure they do not now have consultants or evaluators of the type that would be qualified, or most useful.

Once again, our regrets at ourselves not being in this field, but our offer to help in any way possible.

We do work with the Council on Medical Television, principally through Mr. Lynn Poole, of Johns Hopkins, our medical area representative. Have you discussed with the council the possibility of making this into a National project with which Mr. Goelet and his group, if interested, might then work? If financing were available, our Research Committee might also help with such a project. Unfortunately present activities of the Association make no provision for such functions.

Sincerely,

Harry J. Skornia
President

HJS/kh

CC: Mr. Peter Goelet
Dr. Sam Becker ✓

blcc: Betty McKenzie
Harold E. Hill

NEW YORK UNIVERSITY BELLEVUE MEDICAL CENTER

100 East 17th Street

NEW YORK 100, N.Y.

Office 1-2343

Ext. 2343
or 2340

Dated: April 21, 1959

Mr. Peter Chester
National Address Board
152 East End Ave.
New York 26, N.Y.

Dear Mr. Chester:

Dr. Virginia Austin has suggested that you may be of help to us in the evaluation of our newly developing television program. As you presumably know from Dr. Austin, we plan to bring physicians for continuing education to the practicing physician by television. At present our focus must concentrate on him.

Medical educators have, of late, been increasingly concerned with the need of the practitioner for information that is continuously becoming available through the rapid progress in the medical sciences. Since its founding in 1854, the Post Graduate Medical School has been helping physicians keep up to date with knowledge that has advanced since they graduated, but the School finds it increasingly difficult in recent years to reach busy practitioners. A major obstacle to attendance at postgraduate courses has been the lack of time available in going to the medical center when it is a considerable distance from the doctor's office. Not only do the journeys to the medical center take him away from his family, but long trips for continuing education make the practitioner unavailable to his patients. Besides conflicting with the service he wishes to provide, this deprives his practice and results in financial sacrifice.

We feel that if we can bring postgraduate medical education to the physician in his home, office, hotel, or hospital room, we will be able to solve the problem of dwindling attendance, and enjoy many of the other educational advantages provided by television.

THE PROGRAM

On the basis of a three-year grant from the Lulu Beylitt Hyde Foundation, the Medical Television Unit was started back on October 15, 1959. We have made progress toward securing the necessary broadcasting facilities to provide "medical privacy" which can be achieved by encoding the image which can then be decoded in the doctor's residence. If at times we do not obtain these facilities, we may ensure medical privacy by means of closed

cables, or we only begin with open broadcast. But in any event, we will adhere to our basic goal - which is to carry the "words" to the physician in places of his convenience.

At the same time, our major efforts being directed to the immediate production of pilot programs. Some of these programs will provide the practitioner with the general information that every physician should know, other programs will be designed to increase his skill in directions where experience has led him to realize he has need.

To be worth subscribing to, the program must be on a regular continuing basis, and wherever possible, the teachers should be the best authorities on the given topic. As for both quality and quantity, and for acceptability in other parts of the country, we hope to solicit the collaboration of outstanding teachers from the faculties of other medical schools.

THE NEED for EVALUATION of MEDICAL TELEVISION

As you know, a significant portion of information is communicated most effectively by visual means and this is especially true in medicine. However, our experience is that many teachers and administrators who have succeeded well through skilful use of verbal communication, have unaware of the visual element in communication, and often, therefore, show a lack of enthusiasm for new visual devices. This situation has hampered adequate development of the medical audiovisual field. I am hopeful that we have an opportunity here for winning the support of these teachers and administrators not only by visual demonstration of the superior effectiveness of motion pictures and television for communicating certain kinds of medical information, but also that their effectiveness can be further proven by a well-documented program of evaluation. When convincing proof of the value of medical television has been offered, the administrators of medical schools, the faculty members who are asked to give their time and teaching efforts to the program, and the medical practitioners who are asked, as an audience, to give their time and money to subscribe to the program, they will be not only willing but swifter.

There is also need for evaluation during the formative period of the program, to guide us in developing the most effective and economical approaches to the use of television for continuing medical education. I hope to demonstrate appropriate formats for different kinds of learning and help define the differences between verbal and visual communication. The first three pilot programs being produced have been chosen to illustrate the use of television for presentations ranging from a predominantly verbal communication to one that is largely visual. Program #1 is a lecture on "New Oral Drugs for Treatment of Diabetes," Program #2 demonstrates "Self-Check Devices for Patients with Angioma," and the Intermediate Program #3 is an illustrated lecture on the "Biology of the Skin Surface and its Clinical Implications, Part I - Introduction, The Barrier Zone and Implications in Swelling."

When our program is larger, evaluation will help us correlate the amount of learning achieved with the amount of time and effort expended by the teachers in preparation of the program, and with the costs of different kinds of production. The results will help to answer the question whether postgraduate medical education can be presented by television to great numbers of learners with no more effort from the teacher than he devotes to a small class when he appears in person.

EVALUATION

1) The medical profession supplies a relatively small and manageable but key group, and have the resources of New York University Post-Graduate Medical School's long experience in their continuing education at our disposal

2) Our audience is unusual in that today's physicians were once selected from among college students who had their classes, have a high average I.Q., and have all earned the equivalent of a Ph.D. or more in academic study. Physicians are highly motivated to learn, both through their desire to give better medical care, and to improve their incomes. My experience is that they are generous in their cooperation with any effort designed to evaluate teaching media

3) I can bring to the program some evaluation experience. As Fellow of the Medical Audiovisual Institute of the Association of American Medical Colleges, a large part of my training was in the critical cataloging of medical motion pictures. Twenty nine critical reviews of motion pictures on medical surgical subjects were prepared, some of which formed the basis for the book, Films on the Cardiovascular Diseases. All medical motion pictures produced under my supervision during the past eight years were submitted to pre-release screenings.

In both activities, films were presented to review panels who assisted in evaluating the productions. This kind of evaluation is useful but will not lead itself to the type of statistical analysis needed by our television project for scientific studies and reporting.

The opportunity to help bring about a potential revolution in post-graduate medical education is, for us, an exciting one in itself, but I think there are great challenges here, also for those who are concerned with evaluating the teaching of television audiences. For instance, we want to determine how to measure learning gained by the practicing physician from televised postgraduate courses, and we need to develop means for measuring learning of the visual elements of medical information. The methods involved may be applied to many other fields of education and to study of visual communication in general.

Mr. Peter Godes

-4-

December 7, 1959

If it appears to you that we are moving in the direction of your interests, I hope that I may have the pleasure of meeting you to discuss our program, to know more about the functions of the National Audience Board, and to receive your suggestions and advice.

Dr. Asline and I would be happy if you could have lunch with us at the Medical Center in the near future.

Sincerely yours,

Lee L. Lovettidge, M.D.
Coordinator, Medical Television Unit

cc: Dr. Virginia Aklis
Marion B. Salsberger, M.D.

L.L.L.

NEW YORK HEADQUARTERS

PETER GOELT, President

DALE OLIVER, New York Coordinator

172 East End Avenue, New York 28, N. Y.

Telephone: Wabaker 9-6670



CALIFORNIA HEADQUARTERS

BERNARD F. KAMINS, Executive Vice-President

VERA DEEVL, Public Service Director

CANON-AT-CLIFTON

190 North Canon Drive

Beverly Hills, California

Telephone: CRainbow 1-8141

January 5, 1960

Dear Harry:

I am taking the liberty of referring to you the enclosed letter from Dr. Leo Leveridge, because I feel sure someone in your Association will be able to offer something of value to him. It's too technical a problem for us, and besides it involves the didactic process.

Best regards,

Peter Goelt

Dr. Harry J. Skornis
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Enclosure:

cc: Leo L. Leveridge, M. D.

Becker

NAEB HEADQUARTERS

14 Gregory Hall
Urbana, Illinois

TO: All Board Members
All Chairmen of Committees & Sub-Committees

FROM: Harry J. Skornia

DATE: January 29, 1960

SUBJECT: Committee function, definition, and structure revision.

For the past several years it has been obvious that, although the very foundations of the strengths of the NAEB must of necessity lie in committees -- as the most practical way of identifying and organizing talents, problems and solutions on a national basis, and frequently conducting or supervising necessary studies and advising on staff efforts, this potential has never been more than minimally realized.

I'm sure that there are scores, if not hundreds, of fine people, who would be glad to help, or who are being used as square pegs in round holes.

I feel that committees also should offer individuals opportunities for realizing their best talents, achieving recognition nationally for both themselves and the NAEB, and providing a channel for their influence and talents to be exerted in a broader arena than would otherwise be available.

In the interim since my election, I have not had the time to do this. November and December (and now January) have been riddled with trips and meetings. Even though I have consulted with each proposed chairman, with the chairman of the Board, the NAEB staff, and various others on committee appointments, this year's committees, once again, are having to be appointed with less knowledge and care than they deserve and need. I feel this must not occur again.

Therefore, I need, from each of you, your best reactions to the materials and problems presented here. Let me say, before I go farther that I do plan to mail to every member of the NAEB, later on (after receiving your reactions) a statement on NAEB Committees, a revision of the committee definition list attached, and a request for each person to state his committee area interest, willingness to serve, special talents, etc.

Now to the problems:

1. Life-cycle of committees.

I had this year asked all or most chairmen to react to the idea of a possible three-year rotation basis for committees. This year's chairman would retire next year, as would one third of the members. Each member would serve on a three-year basis, in other words, with a rotating chairmanship. A vice-chairmanship would groom the person who would become next year's chairman, normally.

This suggestion received mixed reactions. For this reason, and others given above, it was not implemented this year. How do you feel about it?

2. Below is a list of all committees and draft definitions for each. Will all chairmen please react with a proposed redraft of the definition of his committee please? (We've been trying so many years -- please do it now -- and we'll have it.) Will chairmen and Board members, in this connection, please also react to:

- a) Possible overlapping of functions between committees, with suggested corrections, which may have escaped us.
- b) The size of committees.
- c) An idea of how much of the committee's task can be done by mail -- and how much requires meetings --? How often? Other needs? (If funds, suggest magnitude.)
- d) Better ways of freeing chairmen, with initiative, to seek support on behalf of the NAMB.
- e) What new committees do we need? In this connection, our old Liaison Committee has been dropped; the former Foundation and/or Finance Committee is now the NAMB Development Committee; legislative relations are handled by an informal group, working with Leonard Marks; and the TV and Radio Planning Committees are being continued tentatively this year, on a trial run basis under the new Radio and TV Board structure in the hope that this will be helpful to the respective Boards in getting needed projects going. This was the opinion of the majority of the members of the 1959 committee.
- f) Suggestions for good people we've missed, or people we've placed in the wrong place this year.
- g) Other suggestions (such as for activation, so most committees become action or project or "program" committees),

I know you're all busy. But I feel this is so basic, and so important, that we must work at it now.

I am sincere in my desire to get this squared around so another year will not find us doing committee planning in so inadequately organized a way. Additions and changes can of course be made during the year, though they should be as few as possible, But all suggestions are still welcome.

Thanks so very much.

Harry

HEH/HJS/jp

Attached: List of committees, with definition
List of committees with invited members

NOTE: As of January 29, three persons have found it necessary to decline the invitation to serve on committees. Therefore, there will still be additions to the Membership Committee, Utilization Committee (Radio Sub-Committee), and probably the International Relations Committee.

Each chairman will find enclosed the acceptances received to date on his particular committee.

NAEB COMMITTEES AND MEMBERS

Awards & Citations Committee

Frank E. Schooley, Chairman, Director of Broadcasting, University of Illinois,
Urbana, Illinois
Vernon Bronson, Station WTHS-FM-TV, Board of Public Instruction of Dade
County, Miami, Florida
Franklin Dunham, Chief of Radio-TV, Department of Health, Education & Welfare,
Office of Education, Washington, D. C.
H. B. McCarty, Director of Broadcasting, University of Wisconsin, Madison,
Wisconsin
I. Keith Tyler, Office of Radio Education, Ohio State University, Columbus,
Ohio
Judith Waller, Evanston, Illinois

Constitution Committee

James S. Miles, Chairman, Director of Broadcasting, Purdue University, Lafayette,
Indiana
Graydon Ausmus, Director of Broadcasting, University of Alabama, University,
Alabama
Richard Bell, Radio-TV Bureau, Arizona State University, Tempe, Arizona
Franklin Dunham, Chief of Radio-TV, Department of Health, Education & Welfare,
Office of Education, Washington, D. C.
Walter Emery, Michigan State University, East Lansing, Michigan
Garnet Garrison, Director of Broadcasting, University of Michigan, Ann Arbor,
Michigan
Armand Hunter, Director of Broadcasting, Michigan State University, East
Lansing, Michigan
Leonard Marks, Cohn and Marks, Washington, D. C.

Development Committee

William Harley, Chairman, Stations WHIA-AM-FM-TV, University of Wisconsin, Madison
Wisconsin
Franklin Bouwsma, Detroit Educational TV Foundation, Detroit 28, Michigan
James Etheridge, Florida Educational TV Commission, Tallahassee, Florida
Richard Hull, Director, Radio and TV, Ohio State University, Columbus, Ohio
E. A. Hangerford, Jr., New York University, New York, New York
James S. Miles, Director of Broadcasting, Purdue University, Lafayette, Indiana
Robert Schenkkan, Director of Broadcasting, University of Texas, Austin, Texas
Frank E. Schooley, Director of Broadcasting, University of Illinois, Urbana,
Illinois
John Schwarzwaldor, Manager, Twin City Area ETV Corporation, University of
Minnesota, St. Paul, Minnesota

Engineering Committee

Carl Menzer, Chairman, Station WSUI, State University of Iowa, Iowa City, Iowa
John R. Brugger, Washington County Board of Education, Hagerstown, Maryland
Keith Ketcham, Station WOI, Iowa State College, Ames, Iowa
C. E. Phillips, Emerson College, Boston, Massachusetts
William Pohts, Pennsylvania State University, University Park, Pennsylvania
Fred Remley, Television Office, University of Michigan, Ann Arbor, Michigan
Jack Stiehl, Station WHA-AM-FM-TV, University of Wisconsin, Madison, Wisconsin

Executive (Advisory?) Committee

William Harley, Chairman, Stations WHA-AM-FM-TV, University of Wisconsin, Madison, Wisconsin
James S. Miles, Radio Chairman, Station WBAA, Purdue University, Lafayette, Indiana
Loren B. Stone, TV Chairman, Station KCTS-TV, University of Washington, Seattle, Washington

Grants-in-Aid Committee

Edward W. Rosenheim, Chairman, University of Chicago, Chicago 37, Illinois
Robert Esmond, Director, Radio-TV, Northern Illinois University, DeKalb, Illinois
Lawrence Frymire, Station WKAR, Michigan State University, East Lansing, Michigan
Burt Harrison, Station KWSG, Washington State University, Pullman, Washington
Harry Lamb, Station WTDS-FM, Toledo Public Schools, Toledo, Ohio

Instructional TV Committee

Leslie P. Greenhill, Chairman, Division of Academic Research & Services, Pennsylvania State University, University Park, Pennsylvania
Neal Balanoff, Department of Radio-TV, Stephens College, Columbia, Missouri
Rudy Bretz, Theatre Arts Department, University of California, Berkeley, California
William Brish, Washington County Board of Education, Hagerstown, Maryland
Clifford G. Erickson, Assistant Dean of TV Education, Chicago City Junior College, Chicago, Illinois
F. G. Macomber, Miami University, Oxford, Ohio
Charles McIntyre, University of Illinois, Urbana, Illinois
Wanda Mitchell, Television Department, Evanston Township High School, Evanston, Illinois
Glenn Starlin, Department of Speech, University of Oregon, Eugene, Oregon
Robert Suchy, Milwaukee Public Schools, Milwaukee, Wisconsin

International Relations Committee

Keith Enger, Chairman, Manager, Station KUED, University of Utah, Salt Lake City, Utah
James Collins, Radio Hall, University of Wisconsin, Madison, Wisconsin
Lee S. Dreyfus, Wayne State University, Detroit 2, Michigan
Burton Pauln, Director of Broadcasting, University of Minnesota, Minneapolis, Minnesota
Robert Schenckan, Director, Radio-TV, University of Texas, Austin, Texas
Alec Sutherland, Radio Office, University of Chicago, Chicago, Illinois
Richard Vogl, Manager, Station WOI-AM-FM, Iowa State University of Science & Technology, Ames, Iowa

Membership Committee

Raymond D. Hurlbert, Chairman, Manager, Alabama Educational TV Commission,
Birmingham, Alabama
Gertrude Broderick, Sub-Chairman, Individuals & Affiliates, Office of
Education, Washington 25, D. C.
Hugh Mix, Sub-Chairman, Actives & Associates, Station WNAD-AM, University
of Oklahoma, Norman, Oklahoma
Jack D. Summerfield, Sub-Chairman, Industrial Associates & Sustaining,
Butler Hall, New York, New York
Kenneth A. Christensen, Director of TV, University of Florida, Gainesville,
Florida
Lee Dreyfus, Station WDET, Wayne State University, Detroit, Michigan
Herbert Hake, Radio-TV Department, Iowa State Teachers College, Cedar Falls,
Iowa

Edward G. Sherburne, Department of Visual Communications, University of
California, Berkeley, California
Gerald J. Willsea, Department of Radio & TV, Denver Public Schools, Denver,
Colorado

Professional Advancement Committee

Vernon Bronson, Chairman, Station WTBS-TV, Board of Public Instruction of Dade
County, Miami, Florida
Martha Gable, Division of Radio & TV, Philadelphia Public Schools, Philadelphia,
Pennsylvania
Patrick Hazard, Ammenburg School, University of Pennsylvania, Philadelphia,
Pennsylvania
Carl Menzer, Station WSUI, State University of Iowa, Iowa City, Iowa
Robert Schenkkan, Director of Broadcasting, University of Texas, Austin, Texas
Loren B. Stone, Manager, Station KCTS-TV, University of Washington, Seattle,
Washington
Earl Wynn, Director of TV, University of North Carolina, Chapel Hill, North
Carolina

Publications Committee

Frank E. Schooley, Chairman, Director of Broadcasting, University of Illinois,
Urbana, Illinois
Gertrude Broderick, Office of Education, Washington 25, D. C.
Walter Emery, Michigan State University, East Lansing, Michigan
Philip Lewis, Board of Education, Chicago 1, Illinois
Ed Stasheff, Department of Speech, University of Michigan, Ann Arbor, Michigan
Elmer Sulzer, Director, Broadcasting Services, Indiana University, Bloomington,
Indiana
Tracy Tyler, University of Minnesota, Minneapolis 14, Minnesota

Public Relations Committee

Elmer Sulzer, Chairman, Director, Broadcasting Services, Indiana University,
Bloomington, Indiana
William Bender, School of Medicine, University of Michigan, Ann Arbor, Michigan
Marye D. Benjamin, Radio-TV Department, University of Texas, Austin, Texas
Franklin Bouwsma, Detroit Educational TV Foundation, Detroit 28, Michigan
Raymond D. Chydleur, Department of Speech, Manatee Jr. College, Bradenton,
Florida
Lou Peneguy, Alabama Educational TV Commission, Birmingham 3, Alabama
Seymour Siegel, Director, Municipal Broadcasting System, New York, New York
Reverend R. C. Williams, Director of Communication Arts, Creighton University,
Omaha, Nebraska

Radio Network Committee

Richard F. Vogl, Chairman, Manager, Station WOI-AM-FM, Iowa State University of
Science & Technology, Ames, Iowa
Robert Boyle, Station KUOM, University of Minnesota, Minneapolis, Minnesota
Edwin G. Burrows, Station WUOM, University of Michigan, Ann Arbor, Michigan
Myron Curry, Station KFJM-AM, University of North Dakota, Grand Forks, North
Dakota
Clifford Ehlen, Stations WHA-AM-FM, University of Wisconsin, Madison, Wisconsin
John Ehle, Communications Center, University of North Carolina, Chapel Hill,
North Carolina
Burt Harrison, Station KWSG, Washington State University, Pullman, Washington
Ken Kager, Station KUOW, University of Washington, Seattle, Washington
Donald R. Quayle, Station WOSU, Ohio State University, Columbus, Ohio
John Regnell, Station WILL, University of Illinois, Urbana, Illinois
Jack Summerfield, Butler Hall, New York, New York
Philip Thompson, Station WUOT, University of Tennessee, Knoxville, Tennessee
Wayne C. Wayne, Stations WKAR-AM-FM, Michigan State University, East Lansing,
Michigan

Radio Network School Committee

Kathleen N. Lardie, Chairman, Station WDTR, Board of Education, Detroit, Michigan
Ainslie Bricker, Station KUHF, University of Houston, Houston, Texas
McGabe M. Day, Station WVSH-FM, Huntington City Schools, Huntington, Indiana
Dorothy Klock, Station WYNE, Board of Education Station, New York, New York
Harry Lamb, Station WDSS-FM, Toledo Public Schools, Toledo, Ohio
Lillian Lee, Station WABE, Atlanta Board of Education, Atlanta 9, Georgia
Arlene McKellar, Station WHA, University of Wisconsin, Madison, Wisconsin
Jeanne Minge, Station WNPS, Orleans Parish School Board, New Orleans, Louisiana
Claude B. Smith, Director of Radio & Instrumental Music, Evansville School
Corporation, Evansville, Indiana

Radio Planning Committee

Lawrence Frymire, Chairman, Station WKAR, Michigan State University, East Lansing, Michigan
Edwin G. Burrows, Station WUOM, University of Michigan, Ann Arbor, Michigan
H. B. McCarty, Director of Broadcasting, University of Wisconsin, Madison, Wisconsin
Hugh Mix, Station WNAD-AM, University of Oklahoma, Norman, Oklahoma
Burton Paula, Director of Broadcasting, University of Minnesota, Minneapolis, Minnesota
Harold Winkler, President, Pacifica Foundation, Berkeley, California

Research Committee

Sam Becker, Chairman, Executive Secretary, Television Center, State University of Iowa, Iowa City, Iowa
G. R. Carpenter, Pennsylvania State University, University Park, Pennsylvania
Jack Ellery, Wayne University, Detroit 2, Michigan
Richard Evans, Department of Psychology, University of Houston, Houston, Texas
F. Wells Foshay, Institute of School Experimentation, Teachers College, Columbia University, New York
Kenneth Harwood, Station KUSC, University of Southern California, Los Angeles, California
Charles F. Hoban, University of Pennsylvania, Philadelphia, Pennsylvania
Hideya Kumata, College of Communication Arts, Michigan State University, East Lansing, Michigan
Dallas Walker Smythe, Graduate College, University of Illinois, Urbana, Illinois
Bruce Westley, School of Journalism, University of Wisconsin, Madison, Wisconsin

TV Planning Committee

Jack McBride, Chairman, Station KUON-TV, University of Nebraska, Lincoln, Nebraska
John C. Crabbe, Station KVIE, Central California ETV, Sacramento, California
William Dempsey, Station WQED, Pittsburgh 13, Pennsylvania
Hertford N. Gunn, Manager, Station WGBH-FM-TV, Cambridge 39, Massachusetts
Stephen C. Hathaway, Miami University, Oxford, Ohio
Howard Holst, Station WKNO-TV, Memphis, Tennessee
Brice Howard, Station WMSB-TV, Michigan State University, East Lansing, Michigan
James Morris, Station KOAC, Oregon State College, Corvallis, Oregon
Richard L. Rider, Director, Chelsea Closed Circuit TV, New York, New York
Paul K. Taff, Station WMVS-TV, Milwaukee Vocational & Adult Schools, Milwaukee, Wisc.

Utilization Committee

Gale Adkins, Chairman, Radio-TV Research, University of Kansas, Lawrence, Kansas

Radio Subcommittee:

George C. Johnson, Chairman, Station WFIU, Indiana University, Bloomington, Indiana
Gertrude Broderick, Office of Education, Washington 25, D. C.
James Fellows, Empire State FM School of the Air, Syracuse University, Syracuse, New York

Marguerite Fleming, Station KSLH, Board of Education, St. Louis,
Missouri

John Henderson, Station WBAA, Purdue University, Lafayette, Indiana

Television Subcommittee:

Clair R. Tettmer, Chairman, Station KTCA-TV, Twin City Area Educational
Television Corporation, St. Paul, Minnesota

Bernarr Cooper, Department of Speech, Florida State University,
Tallahassee, Florida

Lewis Rhodes, Central Michigan ETV Council, Flint 6, Michigan

Wanda Mitchell, Television Department, Evanston Township High School,
Evanston, Illinois

Elizabeth Marshall, Station WBEZ, Chicago Board of Education, Chicago,
Illinois

Elaine Afton, Station KETC, St. Louis 5, Missouri

February 2, 1960

Dr. Harry Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Your letter and the other materials arrived today and I think I had better answer immediately before they get lost under the mess on my desk. I am trying to get a paper finished which I am supposed to read at the American Association of School Administrators on instructional television research, getting a new research course ready for next semester, and reading term papers and exams. If I don't answer this and get it right off, some student is liable to get it handed back to him with a final grade.

To answer your questions - or react to the problems - one at a time:

1. I think the idea of a regular life-cycle for committees is a good one. New members and new chairmen are needed constantly to provide infusions of fresh ideas. It seems to me also that committee membership serves an educational function for the members. It helps them to learn more about and, consequently, to become more interested in the organization. This, it seems to me, is essential for the continuing existence of the NAEB. This is another important reason for a rotating membership. Anyway, I vote for it.
2. In line with the consensus of the 1959 committee, I would alter the statement of the research committee's responsibilities to read as follows:
RESEARCH COMMITTEE -- This committee advises the President and Board on all matters pertaining to research in the educational broadcasting field; provides leadership in defining research needs and in suggesting research programs for meeting these needs; seeks to stimulate and encourage significant research activities wherever they may be located; coordinates the research activities of the association and its committees; fos-

ters research information exchange; conducts research seminars when feasible; and serves in a consultative capacity for research aspects of the projects of the association, its committees, or its members.

3. I think that the present size of the committee has been satisfactory.
4. Most of the committee work can be done by mail, except where a seminar is to be planned or consultation is to be done.
5. When it comes to means of seeking funds, I draw a blank. I am afraid that I am almost totally inexperienced in this area.
6. Think that the committee you have named for 1960 is the best we have ever had. If the caliber can be maintained for succeeding years, you will be doing very well.
7. The only other suggestions that I have were incorporated in the letter which I sent you about two months ago, after a similar inquiry about future committee directions.

If there is other information which we can provide, please let me know.

By the way, a minor point but I have not been the Executive Secretary of this outfit for three years. This was the title I held for a year or so after we had a reorganization here. The Provost was acting Director at that time. I am now Director of the Division of Television, Radio, Film. This has been caught on some of the records in your office but not on all. Most of the regular mailings of the association come to me under the old title and I see it again in the committee listings which you just sent.

Best,

Samuel L. Becker
Director, Division of
Television-Radio-Film

SLB:ks

February 14, 1960

Dear Harry:

Do you know of any research studies which have compared the effectiveness of radio as a teaching tool to TV as a teaching tool? Are there any such studies being made now?

If the answer to these questions is "no" -- how much do you think it would cost to undertake an complete pilot project study. Would WBA be a good place to do the study?

Louis Schweitzer, the man who formerly owned WBAI in New York and presented it to Pacific, is interested exclusively in radio. He believes very strongly in its effectiveness as a teaching device, but he is a chemical engineer and knows little about the media. For a long time he has wanted to prove his private theory about radio being cheaper and just as -- if not more effective -- for some subjects than TV. The Ford Foundation to which he came (not for money but for advice) told him it was a "difficult" thing to accomplish and outlined a scholarly and complex set of criteria, etc.. Schweitzer is a highly successful business man who is impatient with this kind of balderdash. He is not interested immediately in definitive studies, but any evidence that would suggest what radio can do. He is willing to support such a project financially if the cost would not be prohibitive.

I have discussed this with him and told him I would write to you about it. The reason I mention WBA is that, considering their state-wide net and their experience and strong interest in radio (including the adventure in "text teaching") -- the station seems the most likely place to do this.

Could a rudimentary test be set up, with the slightest of controls and test patterns which would yield suggestive conclusions? Or do you think that this kind of a thing would have to be done all the way or not at all? Schweitzer's thought is to try teaching the same subject or subjects to identical classes in both media and determine which was more effective. Is this valid? In any case are you interested enough in the proposal to warrant getting in touch with him to pursue it further? Let me know and I'll tell Schweitzer who is a neighbor of mine here in Westport.

I enjoyed reading your 1947 radio L. 15 years is not too long for a report to have is well. I still haven't heard from the Center on "R.M." Still I give them up? What's new? All the best.

As ever,

Chicago, Ill.
October 11, 1961

Thursday, May 20, 1961

Mr. Robert Lewis Shoyens
12 Wecker Road
Westport, Connecticut

Dear Bob:

We do have some stuff in radio periodicals, and we plan to do more if a grant might be made. We've given you some material in the past for such things.

In addition to the attached fragmentary things which I'm trying to work on, for a speech at the DAVI Convention in Cincinnati, on "What Unique Contributions Radio Can Make to Education," our "Inventory of Radio Research" done by Ken Harwood (NAEP Research Committee) is due off the press soon. The photocopy attached is a digest of some of the findings it will go into.

If interested, we could get such studies done around the country on the same basis that we've done program grants and other Research grants-in-aid. Any idea how much he'd be willing to give? We'd take announcements (with credit to him) and administer project for, say 15% — which would provide supervision by our Research Committee, etc.

Incidentally, would he be interested in helping organize a live Network? We need "seed money" for this, too. Under separate cover, I'm sending a copy of our Washington Report on Network Feasibility. Was anything you saw anyway, and it can do double duty.

Finally, Bob, I'm enclosing herewith a "big plan". We need funds and help to implement it. Will you tell us where it looks crazy? And if you have any ideas, let me know.

Finally, from a letter from the Center, which I sent on to you, I hope you can get your book on the road. I'll keep pushing again if there's further delay — though I'd guess they may resent my "honest" role on this by now.

Best,

Harry J. Shoyens
President

HJS:jp

Mr. Robert Lewis Shayon, Page 2, February 16, 1960

P.S. Besides the "raw stuff" on radio, attached, in my talk I want to mention also other advantages:

1. Production portability ease
2. "Candid camera" possibilities: no need for "make-up" or dress-up
3. Public Affairs: No need to see discussants usually
4. News -- and emergency uses -- generally same.
5. International exchange possibilities -- many nations don't have TV yet -- "and now is the time." Also they use TV less promiscuously to do what radio can do, so much of the best will still be on radio.
7. Above all: economy
 - 1) Of investment (available to small capitalists, schools, etc. -- hence, greater access to the people).
 - 2) Of operation -- and experimentation. Same.

Becker
14 Gregory Hall
Urbana, Illinois

March 29, 1960

Sam -
Reaction?
H

Mr. Louis Schweitzer
Station WBAI-FM
Pacifica Foundation
30 East 39th Street
New York 16, New York

Dear Mr. Schweitzer:

Bob Shayon passed on to me in yesterday's mail your March 4 letter to him. He suggested that I reply directly to you.

Perhaps I should first answer your question about support. We're largely self-supporting (member dues, publications etc.). We earlier had some Ford project-by-project grants, but have none now. We're pretty independent, which may explain this in part. Not having lavish budgets or staff we get pretty good mileage out of our money, since we can usually call on our loyal committees members' institutions for talent and help.

Not knowing what Bob talked to you about, precisely, let me here concentrate on possible research into radio's effectiveness. As you know we've published known data on this (based on Wisconsin, Philadelphia Public School findings) and have a research summary-inventory nearly ready for publication. But we've done no studies.

I think we could most economically do some as research grants-in-aid. The University of Wisconsin and several others, with both TV and radio could probably carry these out. We would announce the availability of funds, accept applications for review and selection by our Research committee, and supervise the project(s). I would think something on the order of \$5,000.00 per such study would be adequate. If 2 or more were possible (in different parts of the country, or in different subjects or grade levels), I believe results would be better. For \$20,000, I believe we could do a three-location study, and have enough to cover

Mr. Louis Schweitzer, Page 2, March 29, 1960

committee expense (a possible meeting, to review applications), a consultant to reconcile and edit the final summary report from the three separate ones, and at least a mimeographed report. More elaborate publication or printing would mean somewhat more.

The network suggestion I made to Bob would, of course, run to a good deal more. I won't go into that unless you think you'd be interested. This, I fear, may have confused the issue at the outset, in an effort to see what terms you were thinking in.

If you'd be interested in the Research Grant-in-Aid project, we'd be delighted to go into this further with you.

I guess you know we were proud to have been able to help get funds to get KPFA started, and to support them a bit in years when they were more pressed and we were less so. Our interest in their kind of broadcasting, and your generous support of them with your gift of WDAI, should indicate our common interest. We've felt pretty lonely in past years, asking that radio not be forgotten.

Sincerely,

Harry J. Skornia
President

HJS:jp

BLCC: Dr. Sam Becker ✓
Mr. Robert Lewis Shayon
Mr. William Harley
Mr. Richard Hull

March 1, 1960

D.F.
Warren F. Seibert
Senior Research Coordinator
Educational Media Branch
Department of Health, Education,
And Welfare
Washington 25, D. C.

Dear Warren:

I have about eight more of these. They will be along in a few days. I could not remember whether you wanted one or two copies of each and so am enclosing a carbon of each (did not have enough blanks to furnish two for you and still keep a copy of each for my own reference.

Best,

Samuel L. Becker
Director, Division of
Television-Radio-Film

SLB:ks

February 1, 1960

Warren F. Seibert
Senior Research Coordinator
Educational Media Branch
Department of Health, Education,
and Welfare
Washington 25, D. C.

Dear Warren:

Enclosing the proposals you sent and my summaries. Half of them are here and the other half are coming in another envelope.

This was a frustrating job in many ways. First of all, as you know, procedures are not clearly defined in most of the proposals, if they are touched upon at all. Except for a very few, there were nothing but vague references to the hypotheses to be tested. I am sure that most of these problems were clarified in conference with the experimenters before grants were made but this is not reflected in these proposals - except for the illiteracy one. Most provide no information on sample size or, in a number of cases, on composition of the sample. Anyway, I did the best I could to make them sound sensible. I thought that sending me the McLuhan proposal to abstract was an especially low blow!!!

The only other problem that I had was in the classification scheme. When the emphasis was on in-service training of teachers as they are teaching in public schools (as a number of these were), I put ML for institutional level and TE for content level (e.g., as in proposals 269 and 253) where the course content was not indicated. When it was, as in the language proposal, I put that. By the way, these will look longer than they really are because they were typed on our large-type electric typewriter. With standard type, they would take up much less of the page.

I hope that you find these satisfactory. If not, please let me know.

Best,

Samuel L. Becker
Director, Division of
Television-Radio-Film

SLB:ks

DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON 25, D. C.

January 19, 1960

Dr. Samuel Becker
Associate Professor and Director
Division of Television, Radio, Film
The State University of Iowa
Iowa City, Iowa

Dear Dr. Becker:

True to our promise of last week, we have secured necessary approvals to put you to work on the job of abstracting Title VII proposals. It is a real pleasure to have your cooperation in this matter and we have high hopes for the final products.

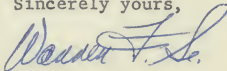
Enclosed or being forwarded to you are:

- 1) approximately fifty copies of the abstracting form which you will use;
- 2) four sample abstracts which we prepared (and one proposal [#409] which you can compare with its abstract);
- 3) two sets of "Directions for.....Abstracters" which should guide you in the work;
- 4) the thirteen or fourteen proposals which you will abstract;
- 5) five copies of the contract.

If the contract is agreeable to you, please sign each of the five copies and return them to us immediately in the enclosed envelope. After they are signed here by Dr. Hall, a copy will be returned to you for your file. You will not need to submit a bill to us on completion of the work. Instead, we will initiate payment procedures when the completed abstracts are received and we are told that three to four weeks will be required to put the check in your hands.

Good luck in the work and let us know of any assistance we can give or any detail which we overlooked.

Sincerely yours,



Warren F. Seibert
senior Research Coordinator
Educational Media Branch

Enclosure

Dear Warren:

R
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I hope that you find these satisfactory. If not, please let me know.

Best

etc.

By the way, these will look longer than they really are because they were typed on our large-type electric typewriter. With standard type, they would take up much less of the page.

TO: All NAEB Members

FROM: Harry J. Skornia

DATE: March 4, 1960

SUBJECT: Committees in the NAEB.

Because the Committees of the NAEB -- and other volunteer help -- are what have made the association strong and broadly based, I'd be grateful if you'd read and react to this note (I wish I had the facilities to make it a personal letter to each of you -- please consider it as such). For it represents our effort to plan better committees and better use of the tremendous human resources of the NAEB in the years ahead.

This year we have made as careful and thorough an effort as possible to begin to improve committee structure and definitions.

On January 29, I sent the chairmen of all Committees and Members of the Board a memo which read in part:

"For the past several years it has been obvious that, although the very foundations of the strengths of the NAEB must of necessity lie in committees -- as the most practical way of identifying and organizing talents, problems and solutions on a national basis, and frequently conducting or supervising necessary studies and advising on staff efforts, this potential has never been more than minimally realized.

"I'm sure that there are scores, if not hundreds, of fine people, who would be glad to help, or who are being used as square pegs in round holes.

"I feel that committees also should offer individuals the opportunities for realizing their best talents, achieving recognition nationally for both themselves and the NAEB, and providing a channel for their influence and talents to be exerted in a broader arena than would otherwise be available.

"In the interim since my taking over as President, I have not had the time to do this as adequately as I would like. Even though I have consulted with each proposed chairman, with the chairman of the Board, the NAEB staff, and various others on committee appointments, this year's committees, once again, are having to be appointed with less knowledge of available talent than they deserve and need. I feel this must not occur again."

I have already discussed with Committee Chairmen a three-year rotational basis for committee appointments. Because of some reservations, I was not able to put this into effect -- except spottily -- this year. The objective is, of course, to preserve continuity and yet involve new people each year. It is still under consideration. I'd like your reactions to it.

What I would like to have from every NAEB member, is:

- Any general comment you would be good enough to give us on possible new committees needed, others which might be deleted or combined, or other useful overall suggestions.
- An indication of the kind of committee or special assignment you feel you would be interested in. (Incidentally several people were this year left off committees because I hope, during the year, to call upon them for special projects of one kind or another.)
- Suggestions of other good people we are not now using who would be willing and able to assist in committee work (with an indication of their special interests).

It will require constant thought and effort to make next year's committee selections even more appropriate than this year's -- of which I think we can be generally proud.

We are sincere about this. Any of you who know the scores of hours of effort and soul-searching that goes into committee appointments, can attest to this. But we all need ideas and suggestions.

Won't you take the time to give them to us? Thanks very much.

Research Committee
NAEB HEADQUARTERS

14 Gregory Hall
Urbana, Illinois

All definitions are, of course, subject to further revision as additional comments are received and developments warrant.

Definition of Responsibilities of NAEB Committees

(NOTE - An asterisk (*) preceding any definition indicates that it was formulated largely (and in some cases, entirely) on the basis of standards set up by previous committee chairmen.)

AWARDS AND CITATIONS COMMITTEE -- Each year determines whether NAEB Awards and Citations should be made, and if so to whom, for outstanding contributions to NAEB and to the general field of educational broadcasting. Committee recommendations are subject to approval by the Board of Directors. Presentations are made by the Committee on behalf of NAEB. The Committee shall be guided by standards for selection, established by the Committee, and approved by the Board. This Committee also may nominate, for consideration by the Board of Directors, persons the committee feels worthy of Honorary Membership in NAEB. (Revised, February 6, 1960.)

CONSTITUTION COMMITTEE -- This committee is responsible for keeping the NAEB By-Laws and Constitution up-to-date, in order that these documents may reflect the growth and interests of the Association. The committee may make recommendations for changes to the Board of Directors (either as a result of its own deliberations or as a result of suggestions from NAEB members), or may be called upon by the Board to prepare amendments desired by the Board, for submission to the membership for approval. (This committee works closely with the NAEB legal counsel.)

CONVENTION COMMITTEE -- This committee, so far, has been appointed each year on an annual basis, with members largely or wholly from the host city. Some thought needs to be given to a pattern which would also allow more continuity, assistance, and guidance to the host convention committee each year.

DEVELOPMENT COMMITTEE -- This committee shall have as its primary concern the development and maintenance of a firm and sound basis of support for the Association. The committee shall concern itself with the long-range problems of NAEB growth and development. It shall, in co-operation with the President and the Board of Directors, explore new and continuing support for NAEB. It shall, when deemed advisable, secure such support, in concert with the President and the Board. (Revised February 6, 1960.)

ENGINEERING COMMITTEE -- *This committee has formulated the following statement of objectives: A) To investigate new technical developments and ideas and their potential application to educational broadcasting; B) To review proposed FCC rules and regulations and legislations affecting or likely to affect operations or activities in which NAEB members are or might be engaged, and to make recommendations; C) To analyze, study and evaluate technical problems of NAEB or Individual members and to supply advice and counsel and make recommendations concerning their solution; D) To provide a continuing program to upgrade the proficiency of technical personnel; E) To promote increased interest and participation by technical personnel in NAEB affairs, activities, conventions and

regional meetings; F) To keep NAEB officers, committees and membership informed of committee activities through appropriate channels.

EXECUTIVE ADVISORY COMMITTEE -- An advisory committee to the President, for consultation on matters in which consultation of the entire Board is impractical or impossible because of time pressure. The President would normally ask, to serve in this capacity, the chairman of the Board, the chairman of the Radio Board, the chairman of the Television Board, and possibly another person if this appears desirable.

GRANTS-IN-AID COMMITTEE -- When funds are available to permit the making of grants-in-aid for the production of outstanding radio programs, this committee determines the standards to be established for such grants, arranges for proper notification to members, carefully considers, and weighs the respective merits of, proposals for such radio programs, and then makes recommendations as to which proposals should receive grants, and the sums to be allocated for each.

INSTRUCTIONAL TELEVISION COMMITTEE -- (Formerly the Closed-Circuit TV Committee) This committee is concerned with television as used for direct instruction and advises the President and Board on matters in this area, including possible Association activities (research, seminars, publications, etc.). Its functions include determination of needs in this area, investigation of new uses of TV for instruction, recruitment of instructional personnel members for the NAEB, and such other appropriate duties as called upon to perform.

INTERNATIONAL RELATIONS COMMITTEE -- *(The role of this committee may be summarized from a report prepared in 1959 in which the committee listed the purposes of NAEB international activities.) Program imports for use on the NAEB Radio Network; program exports, to provide outstanding educational programs from NAEB stations to other nations, liaison with broadcast organizations in other countries, as reflected in representation at international broadcasting meetings and similar areas; providing information to other countries through in-school kits, consultants and seminars; working with the State Department, USIA-VOA (and such other groups as UNESCO, the UN and others) both in the area of supplying programs and in working with them for mutual exchange of programs and other materials with foreign countries, and the promotion of greater understanding in the broadcast and education areas. This committee also largely handles for the Association, on behalf of the President, numerous relations with such organizations as the European Broadcasting Union, International University of the Air, International Music Council, and foreign broadcast systems, and advises with appropriate radio network committees on program acceptance and exchanges.

MEMBERSHIP COMMITTEE -- This committee is responsible for promoting membership in the Association in all categories, taking part in the membership-approval process, planning and conducting concentrated membership drives, and advising the President and Board on all matters pertaining to increasing membership in the NAEB. This year the committee has, at the request of the Chairman, three sub-committees, each of whom co-ordinates efforts for different classifications of membership.

PROFESSIONAL DEVELOPMENT COMMITTEE -- *Since the NAEB is the sole professional association in the area of educational broadcasting, it is incumbent upon it to assume responsibility for the maximum professional and educational development of radio and television as educational instruments. The achievement of this goal depends almost entirely upon the caliber and qualifications of the responsible personnel. The maintenance and improvement of standards depend upon an organized program for professional advancement. Such a program must be long-range. It must be current, farseeing and flexible. It must include opportunities ranging from the improvement of skills to the re-thinking of basic philosophies. It must provide opportunities for both recognition and advancement. It must develop leadership. Such a program depends upon different types of approaches: Centralized, on-going services must be provided, as in the case of continuing placement, engineering, and other assistance; where mechanisms do not exist elsewhere, the NAEB must itself operate intensive workshops and seminars; to meet individual needs not otherwise provided for, scholarships, consultation, and other more flexible types of support must be provided; and always there must be constant review and evaluation. (The foregoing is from a "Statement of Purpose and Objectives" developed by the NAEB Professional Advancement Committee, which exists to advise the President and Board on the matters listed, and to suggest specific steps to be taken, and means to implement them.)

PUBLIC RELATIONS COMMITTEE -- This committee is charged with general PR responsibility; it should remain sensitive to the Association's current PR position and provide guidance, constructive criticisms and suggestions for the Association's PR operations. This committee advises the President and Editor on all such matters and is expected to recommend activities ranging from day-to-day "publicity" to long-range promotional goals.

PUBLICATIONS COMMITTEE -- Primary responsibility shall be that of the overall policy and co-ordination of the NAEB Journal and the NAEB Newsletter. In this respect the committee shall function as advisory to the President and Managing Editor. Also, the committee shall assist in the preparation and procurement of materials for publication in the Journal and Newsletter. The committee shall also advise the President and Managing Editor with regard to other NAEB publications when such advice is requested, or seems desirable by the committee. (Revised February 6, 1960.)

RADIO NETWORK COMMITTEE -- This committee is directly responsible for the selection of programs to be distributed by the NAEB Radio Network, other than in-school programs. In addition, this committee advises the President and Network Manager on matters pertaining to the NAEB Network, and conducts research both on its own initiative and at the request of the President or the Network Manager (such as the questionnaire designed to determine subscribers' opinions regarding the Network and its operation, a study of the program service pursuant to establishing a realistic cost figure for every program distributed by the Network, etc).

RADIO NETWORK SCHOOL COMMITTEE -- This committee has the same responsibilities regarding in-school programs as enumerated above for the Radio Network Committee in relation to non-in-school programs.

RADIO PLANNING COMMITTEE -- *This committee, formed in 1959, was charged by then-President William Harley with responsibilities in radio identical to those set forth below for television. Here, again, this committee will now work closely with the Radio Board, but its general duties will remain much as originally outlined by former President Harley, with the additions added in the above description.

RESEARCH COMMITTEE -- This committee advises the President and Board on all matters pertaining to research in the educational broadcasting field; provides leadership in defining research needs and in suggesting research programs for meeting these needs; seeks to stimulate and encourage significant research activities wherever they may be located; coordinates the research activities of the association and its committees; fosters research information exchange; conducts research seminars when feasible; and serves in a consultative capacity for research aspects of the projects of the association, its committees, or its members. (Revised February 2, 1960)

TV PLANNING COMMITTEE -- This committee, formed in 1959, was a consolidation of the former TV Development, TV Management and TV Programming Committees. Its responsibilities were outlined by then-President William Harley as follows: "This committee will have as its primary function advising the President and Board of Directors on activities and projects the Association should undertake in the field of television and assign priorities and indicate emphases. The committee will work with the Finance Committee (Note - Functions now assumed by Development Committee) on long-range planning, purpose and develop new projects in the television area, provide counsel on NAEB's posture toward and relationships with other organizations active in television, and, in general, co-ordinate the many varied activities of the Association in the field of educational television." With the steady progress toward inter-connected live networks in TV, this committee will carry out appropriate studies and advise on steps it believes the NAEB should take, with appropriate co-operation with other organizations in the field, when indicated. With the increased number of legislative and FCC proposals and developments, this committee will, when possible, be called upon to investigate and advise the TV Board, the NAEB legal counsel, and the President on positions to be taken by the NAEB in various relationships and presentations. It will also, seek to ascertain, however possible (including consultation with other TV committees) additional needed services in both closed and open circuit television, and recommend means of providing them. (This definition is subject for further revision and refinement by the NAEB TV Board, to which it serves as an advisory and idea-suggesting group. It has been suggested that this committee should meet whenever possible in conjunction with Center affiliate meetings of Station Managers, at the IERT, and NAEB Conventions.)

UTILIZATION COMMITTEE -- This committee, created in 1957, was in part in recognition of a need which had already become increasingly evident in the NAEB, and in part the result of the AERT-NAEB merger. This committee is divided into Radio and Television Subcommittees. It is responsible for recommending to the President and the Board proposed activities in the area of utilization of radio and television broadcasts for educational purposes and for suggesting ways of implementing those activities. When feasible the committee conducts service projects and arranges seminars and meetings designed to improve utilization practices. This committee's concern with utilization extends to the philosophy, means, techniques and procedures involved in the use of radio and television programs for educational purposes in school, college and out-of-school applications. (Revised February 18, 1960)



Harold Winkler
President

Terrell T. Drinkwater
1st Vice President

Other Pacifica
Foundation
Stations

KPFA Berkeley
Northern California

KPFK Los Angeles
Southern California

March 4, 1960

Mr. Robert Lewis Shayan
Saturday Review
25 West 45th St.
New York 36, N. Y.

Dear Robert:

Thank you for your letter dated March 1, 1960:
In answer to the question raised by this letter, the
NAEB has in mind something a lot more expensive
than I would be able to handle. It might be a good
idea to ask them what they think the expense of
such a project would be and not to ask me how much
I am willing to contribute. In this connection also,
how is the NAEB supported at present? Is the
Ford Foundation looking after them or are private
individuals supporting the NAEB?

I am leaving Tuesday for Florida for ten days and
will be back about the 18th of March. If you get
the information I am asking for before I arrive,
just write to me and I will have your letter upon
my return.

Hope the FM tuner is working properly. If not, we
will take a look at that when I get back also.

Sincerely yours,

Louis Schweltzer

LS:SD

NAEB
National Headquarters
14 Gregory Hall
Urbana, Illinois

14 Gregory Hall
Urbana, Illinois

March 31, 1960

Mr. Harold A. Engel
Station WHA
University of Wisconsin
Madison, Wisconsin

Dear Harold:

Would you be interested in attending, as an NAEB observer, in May (exact dates not yet set) in Geneva, the meeting of EBU audience research specialists? See attached. Harold Hill is answering this query as well as he can.

We don't feel we can pay expenses, since the official representative has to be a qualified research specialist. But if you'd be interested—and feel the experience and contacts would be useful, we shall at once write Gillieron to see if attendance by a non-specialist observer (as I would be myself if I were there) would be desirable. This would depend on where you expect to be—and what dates are. See copy of my attached letter to him.

Sincerely,

Harry J. Skornia
President

HJS:kh

CC: Dr. Keith Engar
Mr. William Harley
Dr. Samuel Becker ✓
Enclosure

NAEB
National Headquarters
14 Gregory Hall
Urbana, Illinois

14 Gregory Hall
Urbana, Illinois

March 31, 1960

Mr. C. Gillieron, Director
European Broadcasting Union
1, rue de Varanbe
Geneva, Switzerland

Dear Mr. Gillieron:

We are sending seperately, data requested in your 23 February letter regarding audience research in sound radio.

It is possible that Mr. Harold Engel might be able to attend on our behalf. Although he is not a research specialist, and therefore might not qualify as a regular participant, if he is available he could perhaps show our support by whatever contributions he could make.

Is the date of this meeting set yet? Mr. Engel's attendance would depend on knowing this as soon as possible.

Sincerely,

Harry J. Skornia
President

HJS:jdp

CC: Dr. Keith Engar
Mr. Harold Engel
Mr. William Harley
Dr. Sam Becker ✓

April 4, 1960

Dr. Harry Skornia
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Re your letter of 3/29. From Schweitzer's letter, it is difficult to know exactly where he wants to fit into any research plan -- or whether he is willing to provide funds for such research. In the light of this, I think that your letter is excellent. As I see it, what you propose is the most reasonable (both financially and administratively) plan which could be carried out. I will be interested in his response.

Busy as the devil. We are moving into a new home a week from Monday - big old place - and are busy refinishing floors, painting, moving small things over, etc. On top of this I find that I committed myself to a meeting at Wisconsin on the worst possible days - Thursday, Friday, and Saturday of next week -- just before we move. Should be an interesting meeting. It is on approaches to the historical study of mass communications. As you know, they have started a "center" for such studies there. Have accumulated some interesting materials.

Hope all is going well with you and that you are as happy to see some hint of spring -- finally -- as we are.

Best,

Samuel L. Becker
Director, Division of
Television-Radio-Film

SLB:ks

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE PRESIDENT

14 Gregory Hall
Urbana, Illinois

April 7, 1960

Mr. Samuel L. Becker, Director
Division of Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

Thanks for your note about Dick Evans' article. I queried Editor Betty who says: "Dick Evans and I are operating on the theory that it will appear in the Journal. He is incorporating some suggestions made by Becker etc., which will make it less a speech and more an article."

"It shouldn't be any longer than the Emery article which is in the March-April Journal."

In this way reprints are always possible.

Best,



Harry J. Skornia,
President

HJS:mr

CC: Mr. Dick Evans

May 18, 1960

Dr. Gail Adkins, Director
Radio and Television Research
University of Kansas
Lawrence, Kansas

Dear Gail:

I received the enclosed questionnaire from one of your students, Bob Brooks, with a letter requesting approval of the NAEB of his questionnaire and asking for comments on the questionnaire. I thought it might be better if I replied to you rather than to Brooks, and then you can delete any suggestions which you don't like before you pass it on, since he is your candidate.

In response to his first question, I see no reason why the NAEB should not approve of this. I think Skornia should be contacted for official approval, but I think that it's a good thing to do. I would suggest that you ask Skornia if it is all right to indicate that the results will be distributed to all member stations through the Journal or the Newsletter. This, too, would increase response.

I have noted my reactions to the questionnaire on the form itself, wherever thoughts have occurred to me. As I indicated above, you can throw these out or pass them on, as you see fit. I think that he will get the most good data out question 7.

Have a good summer.

Best,

Samuel L. Becker
Director, Division of
Television-Radio-Film

SLB:ks
Encl: Questionnaire

Bob Brooks
2323 Huntoon
Topeka, Kansas

May 9, 1960

Mr. Sam Becker
Chairman, Radio, Television
and Film Division
National Association of Educational Broadcasters
State University of Iowa
Iowa City, Iowa

Dear Mr. Becker:

As a thesis project, I have undertaken a study of religious broadcasting on educational stations. I have included a copy of the questionnaire I am presently using for my pilot study and pre-test. I intend to alter certain questions, but basically this is the questionnaire I intend to send to managers of educational stations.

At this point I feel that the study might have some significance other than qualification for a Masters Degree. I have written to a number of men in the field of religious broadcasting. So far, I have found no evidence that a study of this type has been done previously. Therefore, it might prove of some value to the NAEB.

I have selected the active members of the NAEB for my universe. I intend to contact both educational radio and television stations.

Mr. Gail Adkins of the University of Kansas has worked with me as thesis adviser. Also, Mr. R. Edwin Browne, Station Manager of KANU is on my thesis committee. At their suggestion, I write you this letter in order to obtain the approval of the NAEB of my questionnaire.

I am sincerely interested in this project. I attended a graduate Presbyterian seminary for a year and a half and am deeply interested in religious broadcasting. I am presently finishing requirements for a Masters Degree in radio and television at the University of Kansas.

Please feel free to comment on the questionnaire if you wish.

Sincerely,

Bob Brooks

Bob Brooks
Department of Radio and Television
University of Kansas

April 25, 1960

Station Manager

Dear Sir:

In the wide range of attitudes toward religious broadcasting, various studies have been conducted to determine the effectiveness and success of religious radio and television programming on commercial stations. There is need now of a study to research religious broadcasting on the educational station level. Your association with educational broadcasting could prove extremely valuable in such a project.

Enclosed you will find a questionnaire. Your interest and response to it will provide us with information regarding present station practices and philosophies as to what should be done in the field of religious broadcasting on educational radio and television stations.

Every active member station of the NAEB will receive this questionnaire. It can be completed in a little over ten minutes. We sincerely hope that we receive a reply from you. Your cooperation will be greatly appreciated.

(At this point in the letter I would like to carry the approval of the N.A.E.B. if this questionnaire meets the requirements.)

Robert D. Brooks
Department of Radio and Television
University of Kansas

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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